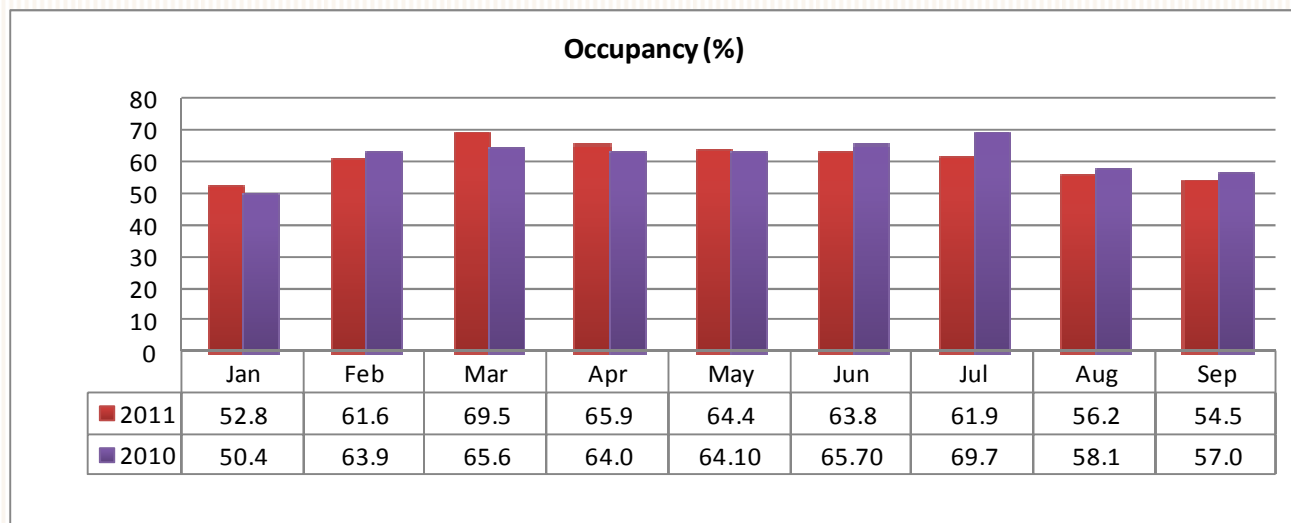


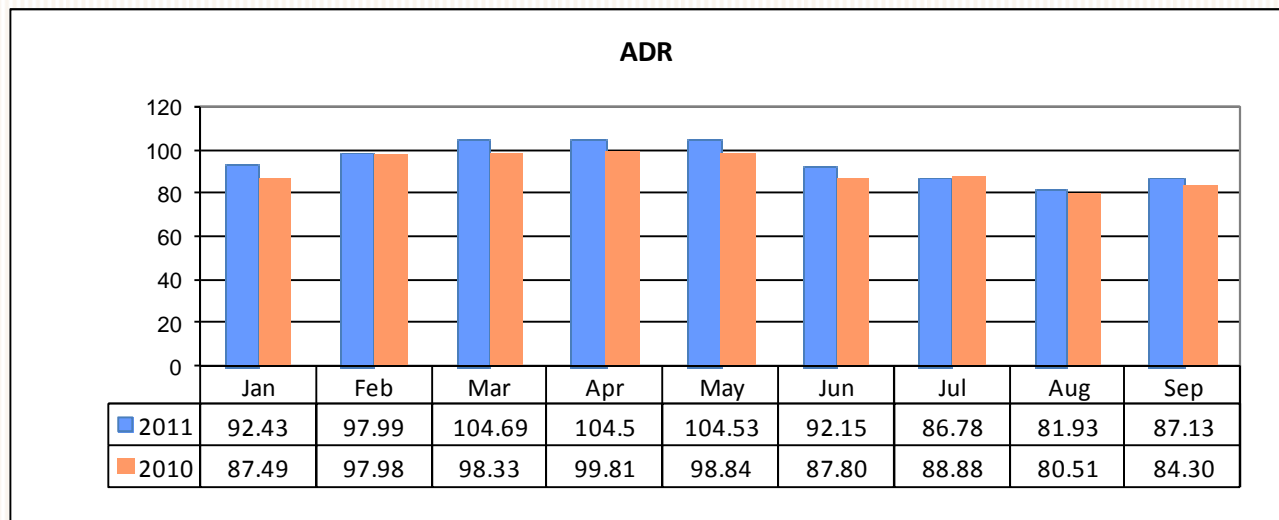
Monthly Dashboard



LA Lodging Indicators

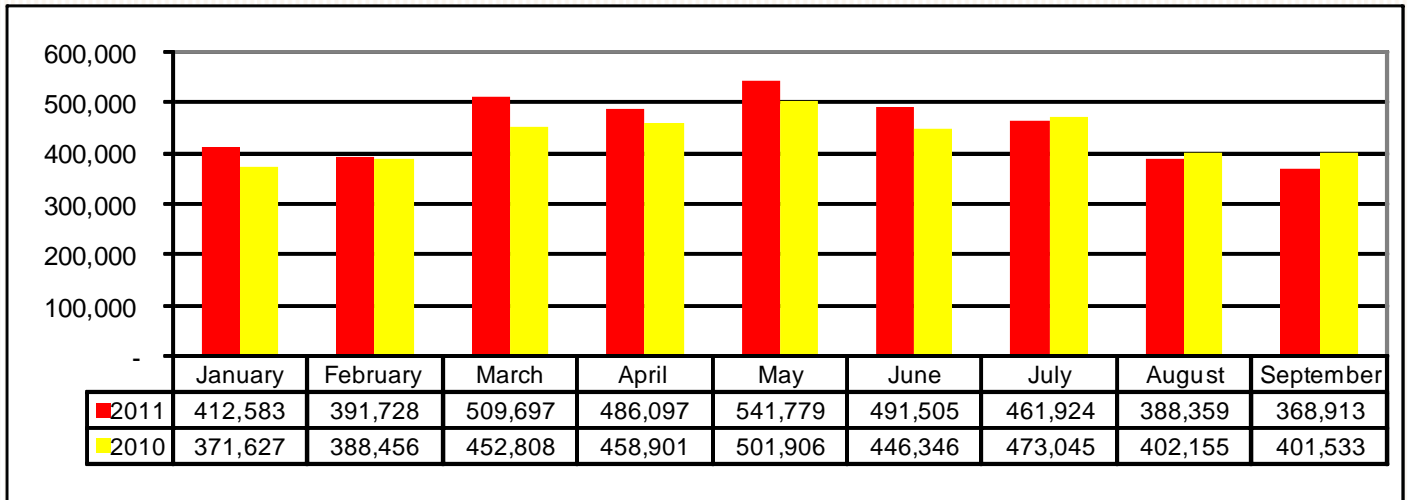


Louisiana statewide occupancy rates saw a very slight decrease in September's occupancy rate over August (-1.7%).



Louisiana statewide has been experiencing a rise in ADR from August to September and remains strong year over year.

Source: Smith Travel Research

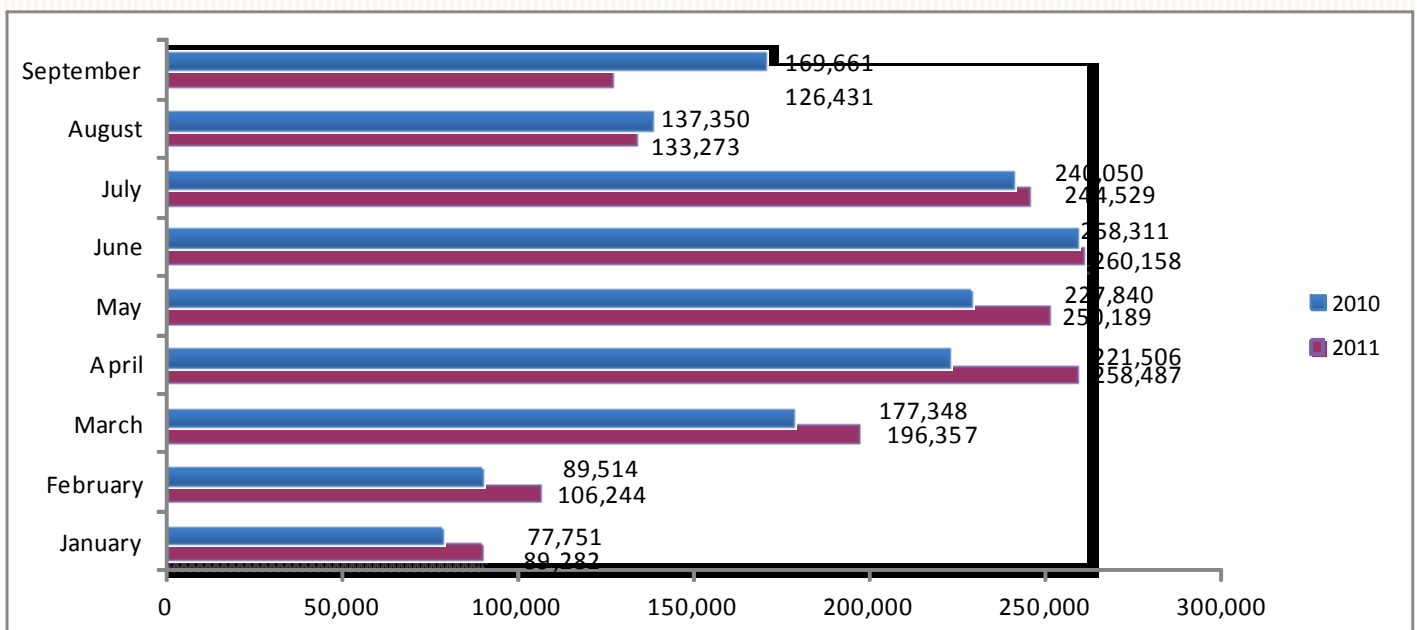
Louisiana Airport Traffic*

June, July & August enplanements for Monroe are not reported in total. August & September enplanements for Lafayette are not reported in total. September enplanements for Alexandria are not reported in total.

For individual airport traffic, please visit our Newsletter link at <http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx>

*Enplanements are defined as the number of passengers who board a flight, including origination, stop over and connections.

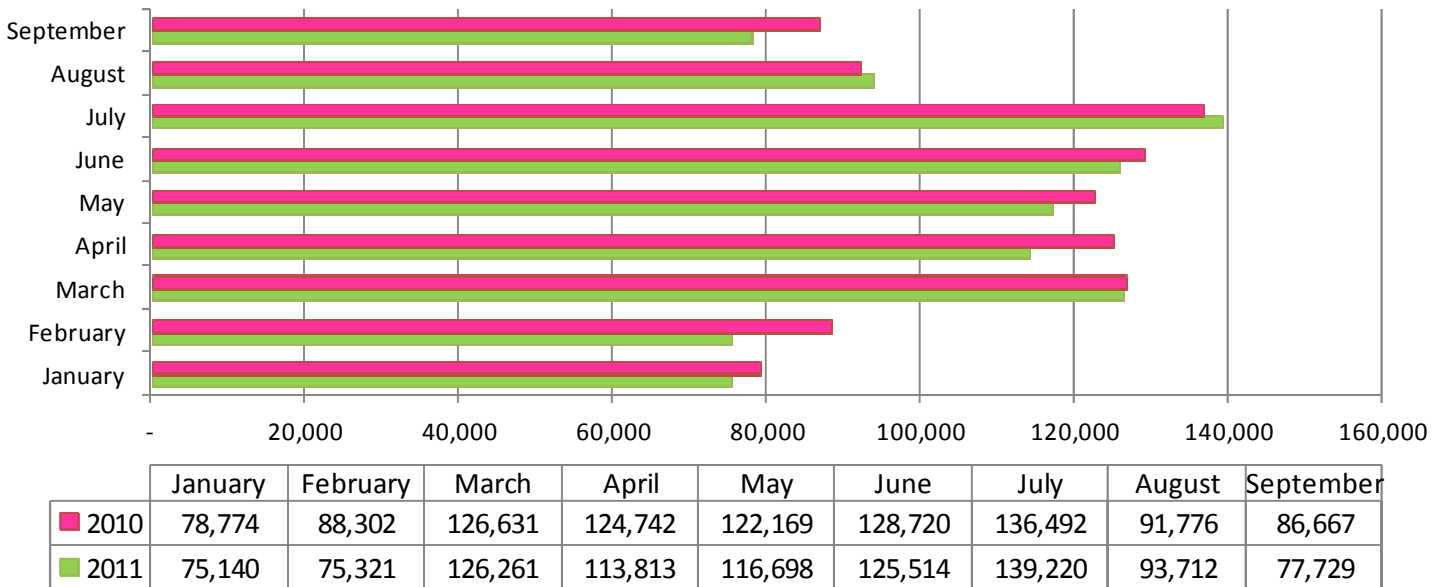
Source: Individual LA airports (New Orleans, Baton Rouge, Lafayette, Shreveport, Lake Charles, Monroe, and Alexandria)

Louisiana State Parks Monthly Visitation

For detailed information, please contact Reggie Dumas with State Parks at 225-342-8106.

Source: Louisiana State Parks

Louisiana Welcome Centers Visitation



Overall, the Welcome Centers have seen a steady increase in visitors since the beginning of the year. Several centers were closed in May and June due to flooding, which caused a decrease in visitor counts.

Top Ten Welcome Center International Visitor Totals: Jan - Sept 2011

Canada	17,551
France	6,899
United Kingdom	6,218
Germany	5,980
Mexico	3,795
Australia	3,791
Netherlands (Holland)	1,499
Italy	1,285
Belgium	1,110
Spain	1,093

Top Ten Welcome Center Domestic Visitor Totals: Jan - Sept 2011

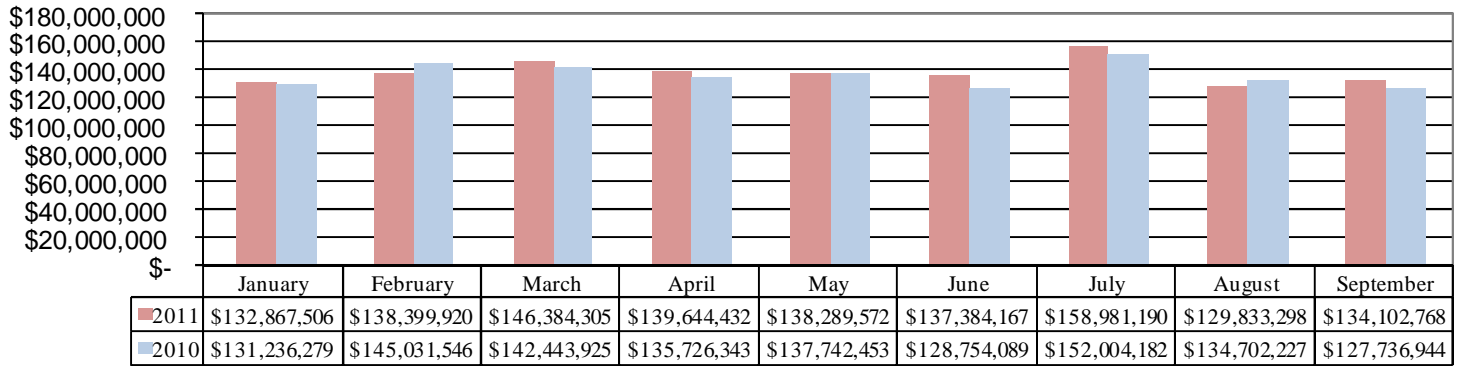
LA	237,942
TX	196,029
MS	78,373
FL	50,337
AL	44,169
GA	23,752
TN	15,802
CA	15,572
IL	15,211
OK	13,237

*Canada includes all of Canada provinces captured.

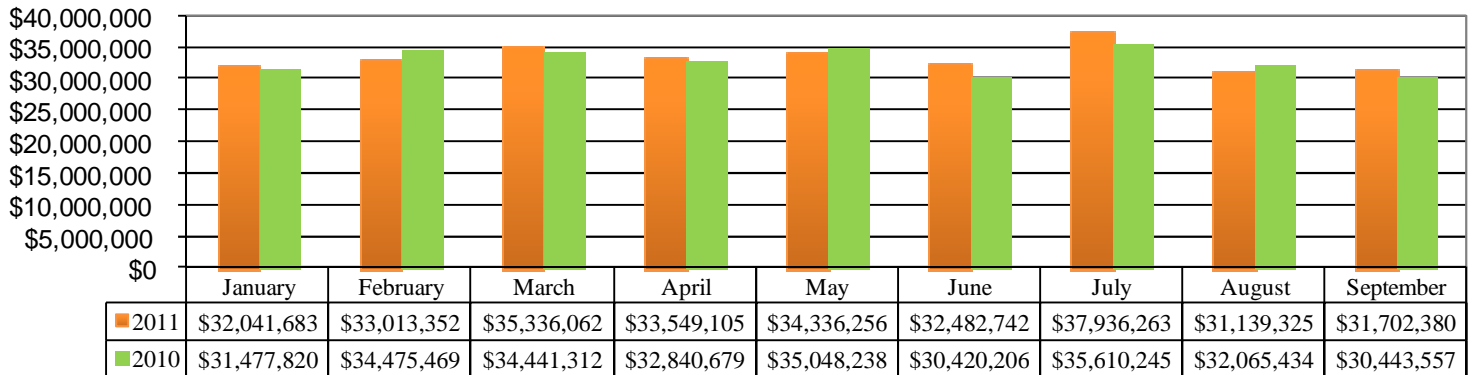
For individual welcome center monthly totals, please download our Newsletter at
<http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx>

Louisiana Gaming Gross Revenue

Riverboats



Racinos



Landbased

